

EVERY WOMAN SHOULD TAKE ADVANTAGE OF THIS

THE HEALTH OF YOUR FAMILY

Every Diet Needs Roughage to Prevent Constipation

The health of every one in the family circle largely depends upon the mother. For it is she who can safeguard health by the wise selection of the proper foods.

Too often, in our modern diets, there is too little attention paid to one of the prime essentials of a correct diet . . . roughage. Without roughage in the daily diet, constipation inevitably results and is responsible for more illness than any other thing.

Many of the most ordinary ills are due to constipation. Headaches, backaches, lack of pep, premature aging and even serious disease often result from it.

But there is an easy way to correct constipation. All that is necessary is to include sufficient roughage in your planning of the meals. One of the best ways to do this is to eat bran regularly. Bran absorbs water in your body and increases its bulk, gently distending the intestines—exercising them, and promoting normal, natural movements.

Doctors advise its use because it is not habit-forming and is a safe,

natural way to relieve and prevent constipation due to lack of bulk in the diet.

You'll find that the family will enjoy eating bran as a delightful cereal with milk or cream—or in many delicious cooked foods.

The fluffy muffins you make—hot cakes—waffles and other breads—all lack roughage. They are fine to taste—but should have more bulk to be as healthful as possible.

That is where you will find the offer featured on this page with the measuring cup a great aid to health. Just add a cupful of bran to most recipes—and you add deliciousness and health together. Bran muffins—bran bread—bran hot cakes and waffles are wonderfully good. Try them—recipes for some of the most popular are on the Kellogg ALL-BRAN package.

If you will write to the Home Economics Department, Kellogg Company, Battle Creek, Mich.—they will be glad to send you others.

Now is a good time to start. Take advantage of the Special Kellogg Offer featured by your grocer today. And also get the other ingredients you need to make bran muffins, cakes or bread.

★ SPECIAL OFFER ★

THIS BEAUTIFUL, USEFUL MEASURING CUP

FREE



with the purchase of

TWO PACKAGES of Kellogg's CEREALS

Every woman will find many uses for this attractive measuring cup. It is made of beautifully tinted green glass. Graduated to scale so you can measure just the amounts you want accurately. You'll appreciate the convenient lip for pouring—and the rounded edges that won't chip or break easily.

Just imagine—you get this measuring cup FREE—with a purchase of one package of Kellogg's ALL-BRAN and two other Kellogg Cereals featured in the offer by your dealer.

You know, when you buy a Kellogg Cereal, that you are buying one of the best liked, most popular ready-to-eat cereals in the world. All of your family will welcome any of these popular favorites.

And the package of Kellogg's ALL-BRAN is a real "package of health." Eat it as a cereal with milk or cream. It is the most pleasant and enjoyable way to relieve and prevent constipation.

Kellogg's ALL-BRAN adds the roughage every diet

needs to keep the system active and healthy. Two tablespoons daily is one of the most healthful of habits.

And how you will enjoy using Kellogg's ALL-BRAN in cooking. Its rich, nutty flavor and crumbled shreds make it ideal for bran muffins, bran bread—mixing with soups or salads, in omelets or hot cakes or waffles.

Your new measuring cup and Kellogg's ALL-BRAN will be busy partners in helping your family to better health. Get them today—as the quantity is limited!

HERE'S THE RECIPE FOR THE BEST BRAN MUFFINS YOU EVER TASTED

ALL-BRAN muffins—2 tablespoons shortening, ¼ cup sugar, 1 egg, 1 cup Kellogg's ALL-BRAN, 1 cup flour, ½ teaspoon soda, ¼ teaspoon salt, 1 teaspoon baking powder, 1 cup warm milk.

Cream shortening and sugar, add egg. Sift flour, soda, baking powder and salt. To cream mixture add ALL-BRAN, the milk alternately, with dry ingredients. Pour into greased muffin tin. Bake in moderate oven (400°) for 25 minutes. Yield: 12 medium-sized or 8 large muffins.

ASK YOUR GROCER FOR THIS OFFER TODAY



YOU expect quality — you expect values in Red & White stores. And your expectations are always realized. For upon the foundation of Red & White quality and Red & White day-to-day values this great organization has grown by almost incredible leaps and bounds until thousands of Red & White Stores are to be found throughout the United States and Canada.

Saturday & Mon. April 4-6 Red & White Super Specials

Red & White
Jell Dessert
The sure way to a
Delicious Dessert
7 Packages **49c** Each **24c**

2 Pkgs. Kellogg's Wholewheat Biscuit
1 Pkg. Kellogg's All Bran
1 Glass Measuring Cup

Red & White
COFFEE
The final touch to a
perfect breakfast.
1 Pound . . . **35c**

Red & White
Sweet Potatoes
Asparagus Style Pack
Very Fancy—No Waste
The Large
Can **21c**

Carsten's
T. C. HAMS
Mild Cure
Whole or
Half **23c**

Canada Dry
Ginger Ale
12-oz. Bottle
3 For **59c**

Red & White
Apricots
2 Large
Cans **63c**
These are exceptional in flavor.

Lime Rickey
12-oz. Bottles
3 For **63c**

Tru-Blu Milk & Honey
Grahams
2-lb.
Carton **29c**

Puritan Malt
It's all Barley
2 Cans **85c**

Crisco
3-Pound
Can **69c**

Grape Fruit
Fresh Florida
Medium Large
3 For **25c**

The **RED & WHITE** Stores

McCLAY'S STORES

The Stores of Quality, Service and Economy

FREE DELIVERY

Flour
Federation
49-lb. sack **\$1.09**

Catsup
Van Camps
Per Bottle **18c**

Potatoes
15c lbs. . . . **19c**

Toilet Soap
Fairfax
5 Bars for — **50c**
5 Bars for **5c**
\$1 Value for 55c

Fruits
Raspberries, Peaches,
Pears, Strawberries,
Fruit Salad, Pineapple
8-oz. Tins.
Per Can . . . **10c**

MEATS
for
SATURDAY

Beef Roast
Per Lb.
17c

Pork Roast
Per Lb.
18c

Nice Hens
Dressed & Drawn

Honey
16-oz. Jar
Each **25c**

Jellies
All Flavors
6-oz. Glasses
Try the Mint Flavor
2 for **25c**

Tomatoes
Standard
2 Cans **25c**

Macaroni
Bulk
3 lbs. **17c**

KELLOGG DEAL



2 Pkgs. Kellogg's
Shredded Wheat
1 Pkg. Kellogg's
All-Bran
1 Measuring Cup

FRESH FRUITS and VEGETABLES

Oranges Celery Rhubarb Cauliflower
2 Doz. **49c** Per Bunch **10c** 2 lbs. **19c** Per Head **15c**

Grande Ronde Meat Co.

PACKERS AND DISTRIBUTORS OF MT. EMILY PRODUCTS

City Grocery and Market Main 75-50 Hoover Market and Grocery Main 755-94
Economy Grocery and Market Main 573-48 Fir Street Market & Grocery Main 700

DO YOU BELIEVE IN FAIR PLAY?

THERE should always be a desire to do the things which will accomplish the most good to the greatest number of people. We believe in so doing, we all, in a measure, profit thereby. That is why over 90% of all our freight is shipped by rail. Why? FAIR PLAY—The great railroads employ a multitude of people, heavy tax payers, and are decidedly community builders—Give them the break!

Veal Stew, 3 lbs. . . . **25c**
Choice cubed cuts.

Veal Roast **17c lb.**
Choice milk fed.

Beef Roast **17c lb.**
Baby Beef. A local product.

Hams **21c lb.**
Mild cure. Let your Easter
Ham be a "Home Product"

Bacon Ends **15c lb.**
2-lb. pieces. Excellent value.

Breakfast Bacon . . . **19c lb.**
Streaked with lean
"Home Products"

GROCERY DEPARTMENT

Peas and Corn
Standard Grade
4 No. 2
Tins **39c**
12 No. 2
Tins **\$1.15**



2 PKG. SHREDDED WHEAT
1 PKG. ALL-BRAN
1 GREEN GLASS MEASURING CUP

Hot Cake Flour
Carnation Brand
No. 10 Bags,
Each **49c**

Palm Olive Soap
Six Regular
Bars **45c**
2 Pkgs. P. O. Beads FREE

Clorox
The Master Bleacher
Reg. Pint Bottles,
2 for **25c**

Peaches
Fountain Brand — Fancy Melba
Halves, 2½ tins,
4 for **69c**